

Application No. 09/807,887
Reply to Office Action of 26 September 2005

Specification Amendments:

Please replace the Title of the Invention section with the amended Title of the Invention section as follows:

--TITLE OF THE INVENTION

Consumer Profiling and Advertisement Selection System
~~profiling and advertisement selection system--~~

After the Title of the Invention Section, please add a new section as follows:

--CROSS-REFERENCE TO RELATED APPLICATIONS

This application claims the benefit of International Application No. PCT/US99/28628, filed December 2, 1999, entitled *Consumer Profiling and Advertisement Selection System*, which claims the benefit of co-pending U.S. Patent Application No. 09/204,888, filed December 3, 1998, entitled *Subscriber Characterization System*; U.S. Patent Application No. 09/268,526, filed March 12, 1999, entitled *Advertisement Selection System Supporting Discretionary Target Market Characteristics*, now U.S. Patent No. 6,216,129; and U.S. Patent Application No. 09/268,519, filed March 12, 1999, entitled *Consumer Profiling System*, now U.S. Patent No. 6,298,348.--

Please replace the paragraph at page 25, lines 20-29, with the following amended paragraph:

--Referring to FIG. 5, in a preferred embodiment consumer profiling system 500 is resident on consumer profile server 130. Point of purchase records 510 are transmitted from point of purchase 110 and stored on consumer profile server 130. Heuristic rules records 530, pricing policy 570, and consumer profile 560 are similarly stored on consumer profile server 130. In a preferred embodiment advertisement records 540 are stored on ad server 146 and connectivity between advertisement records 540 and consumer profiling system 500 is via the Internet or other network.--

Please replace the paragraph at page 27, lines 1-12, with the following amended paragraph:

--Application of a correlation process, as will be described in accordance with FIG. 8B, results in a demographic correlation 556 and a product correlation 558 which can be returned to advertisement records 540. In a preferred embodiment, advertiser 144 uses product correlation 558 and demographic correlation 556 to determine the applicability of the advertisement and to determine if it is worth purchasing the opportunity. In a preferred embodiment, pricing policy 570 is utilized to determine an ad price ~~570-572~~ which can be transmitted from consumer profiling system 500 to advertisement records 540 for use by advertiser 144.--